

B954

What Are Your Patients Saying About You?

Getting feedback from your patients is a critical component in a well-rounded risk management framework. As a member of the Ohio State Medical Association and the Mahoning County Medical Society, physicians and practice managers have access to an exciting new survey tool that will help your practice monitor patient satisfaction levels. With the OSMA Patient Satisfaction Program, *a free OSMA/MCMS member service*, you will have the ability to deploy online patient satisfaction surveys on a year-round basis. The program surveys patients on a variety of topics including: Interaction with physician, responsiveness of office staff, communication between the patient and the office, ease of scheduling an appointment and waiting time.

From March through July, the OSMA piloted the service to several physician member group practices, including the North Canton Medical Foundation, a 45-physician practice that serves about 1,000 patients a day with clinical and ancillary services. “A tool like this is helpful for anyone in the health care arena,” says Randy Wittmer, director of marketing and assistant director of development for the Foundation. “It is important to know that our services are hitting the mark, as well as when they fall short. We have a very educated and informed society, so if needs aren’t being met, patients will go elsewhere. It will definitely be a permanent service in our office.”

Physicians participating in the program will be provided access to a website in which patients can complete the survey and physicians can review the results. Patients are able to log into the website and complete the survey online from any location, at any time. Likewise, physicians are able to view individual results, as well as aggregate data. All surveys are anonymous. The program will also allow physicians to benchmark their practice results with similar practices in size, specialty and geography.

The survey is **FREE TO OSMA MEMBERS, REQUIRES LITTLE STAFF TIME, CAN BE USED AS OFTEN AS NEEDED, AND IS EASY TO USE.** If you are interested in participating, please go to www.osma.org and click Patient Satisfaction Program or call OSMA at (800) 766-6762.

Peer-to-Peer Recruitment Campaign

Have your colleagues who are not MCMS and OSMA members benefited from the OSMA's legislative successes over the years? You bet they have! Now it's up to you to let non-members know that the OSMA, along with your Mahoning County Medical Society, is making great things happen. Tell them it's time to step up to the plate and become a member of the OSMA and MCMS. The Peer-to-Peer Recruitment Campaign will assist you in locating and contacting potential members in your area to try to recruit them.

2006 Peer-to-Peer Campaign Rules

- All recruiters must complete and return an enrollment form to the OSMA. Participation in the campaign is open only to current, active OSMA/MCMS members.
- OSMA will send you a recruitment kit along with names, addresses and phone numbers (when available) in your area.
- A potential member is defined as a physician who is in active practice who has not yet joined the OSMA/MCMS.
- To qualify for an award, the new members you recruit must apply and pay for dues for a full year of membership by December 31, 2006.

To sign up, call or email the Mahoning County Medical Society for an enrollment form today!

Phone: (330) 533-4880. Email: mcms1872@sbcglobal.net

<i>OSMA Rewards for New Members Recruited</i>	
<i>1-2 Members.....</i>	<i>\$100 Gift Card</i>
<i>3-5 Members.....</i>	<i>\$300 Gift Card</i>
<i>6-9 Members.....</i>	<i>\$600 Gift Card</i>
<i>10+ Members.....</i>	<i>Notebook Computer</i>

Bulletin

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Correspondence and changes of address should be mailed to the above address.

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CALENDAR

November 7, 2006

Election Day

January, 2007

Annual Meeting

March 30, 2007

*International Dinner,
Youngtown Country Club*

*Please Note: We are in the process of revising our
meeting schedule and locations. As soon as the dates
and locations for next year's general membership
meetings are decided we will make that information
available .*

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From the President

by Ronald M. Yarab, Jr., MD

NEVER ARGUE WITH AN IDIOT

"Never argue with an idiot; they'll drag you down to their level and beat you with experience." Anonymous

The following senators voted against making English the official language of America:

Akaka (D-HI)	Bayh (D-IN)	Biden (D-DE)	Bingaman (D-NM)	Boxer (D-CA)	Cantwell (D-WA)
Clinton (D-NY)	Dayton (D-MN)	Dodd (D-CT)	Domenici (R-NM)	Durbin (D-IL)	Feingold (D-WI)
Feinstein (D-CA)	Harkin (D-IA)	Inouye (D-HI)	Jeffords (I-VT)	Kennedy (D-MA)	Kerry (D-MA)
Kohl (D-WI)	Lautenberg (D-NJ)	Leahy (D-VT)	Levin (D-MI)	Lieberman (D-CT)	Menendez (D-NJ)
Mikulski (D-MD)	Murray (D-WA)	Obama (D-IL)	Reed (D-RI)	Reid (D-NV)	Salazar (D-CO)
Sarbanes (D-MD)	Schumer (D-NY)	Stabenow (D-MI)	Wyden (D-OR)		

Now, these are the senators who vote to give illegal aliens Social Security benefits. They are grouped by home state. If a state is not listed, there was no voting representative.

Alaska:	Stevens (R)	Montana:	Baucus (D)	
Arizona:	McCain (R)	Nebraska:	Hagel (R)	
Arkansas:	Lincoln (D)	Nevada:	Reid (D)	
California:	Boxer (D)	New Jersey:	Lautenberg (D)	Menendez (D)
Colorado:	Salazar (D)	New Mexico:	Bingaman (D)	
Connecticut:	Dodd (D)	New York:	Clinton (D)	Schumer (D)
Delaware:	Biden (D)	North Dakota:	Dorgan (D)	
Florida:	Martinez (R)	Ohio:	DeWine (R)	Voinovich(R)
Hawaii:	Akaka (D)	Oregon:	Wyden (D)	
Illinois:	Durbin (D)	Pennsylvania:	Specter (R)	
Indiana:	Bayh (D)	Rhode Island:	Chafee (R)	Reed (D)
Iowa:	Harkin (D)	South Carolina:	Graham (R)	
Kansas:	Brownback (R)	South Dakota:	Johnson (D)	
Louisiana:	Landrieu (D)	Vermont:	Jeffords (I)	Leahy (D)
Maryland:	Mikulski (D)	Washington:	Cantwell (D)	Murray (D)
Massachusetts:	Kennedy (D)	West Virginia:	Rockefeller (D), by Not Voting	
		Wisconsin:	Feingold (D)	Kohl (D)

And people wonder why there is no money for healthcare benefits for seniors. Our government needs to usher in a new era of caring about our citizens (the ones who pay taxes, oh I forgot, only 48% of Americans actually pay taxes). If the above votes indicate the way are representatives are thinking, I believe it is time for a 3rd party in the country. A party where common sense is king, and American values are rewarded not denigrated as politically incorrect. Unfortunately both of the Ohio senators voted for the bill to give illegal aliens our tax dollars. I am tiring of the "replowcrats" who are acting as our "representatives" to further there own political careers and line there pockets with our tax dollars.

P.S. The Geneva Convention only applies to UNIFORMED combatants representing a recognized country.
Nice Try.....

"Geeze... Idiots!!!"
Napoleon Dynamite



SAFETY IS NOT ENOUGH

We have all heard the statistics, and seen the headlines. A summation recently seen on the internet, which is frequently parroted in the print and TV media states "Medical errors are one of the Nation's leading causes of death and injury. A recent report by the Institute of Medicine estimates that as many as 44,000 to 98,000 people die in U.S. hospitals each year as the result of medical errors. This means more people die from medical errors than from motor vehicle accidents, breast cancer, or AIDS." A recent copy of Readers Digest (for unknown reasons found in my waiting room) blared "How Doctors Gamble With Your Health".

Well. I have a number of issues with these statements. First of all, the Institute of Medicine gives an estimate, not an exact figure, and a wide one at that. This is understandable, since precision as to the cause of death in the case of a person already hospitalized, these days meaning pretty sick to begin with, can be tough to pin down. I mean, did he die from his CHF/diabetes/stroke/lung cancer/other self inflicted life threatening malady, or from the extra/missed dose of potassium/antibiotic, or maybe that darn IV that ran a whole extra liter over 24 hours than was ordered. Further, how many of these unfortunate souls done in by our care were only around in the first place precisely because of our care? The media give the impression that you are safer in your home than in the hospital, as if we are taking perfectly healthy folks into our care for its own sake, and clumsily doing them in. And for the comparison with death from other causes, there is no question as to whether a car crash killed you – those statistics are kept accurate to the single digit – yet the statement is there: more people die from medical errors....

Finally, I don't gamble with anything, but on an average day much of my work is done for people who have gambled with their own life or limb, and lost the bet. This is not to say that we should not strive to reduce or eliminate errors, of course we should. The emphasis on "patient safety" as currently discussed, however, grossly understates the nature and scope of the problem, focusing solely on objectively quantifiable information such as medication type and dosage, services and processes, and resource utilization. Even if one were to accept the figures quoted, this number still pales in comparison to the cumulative morbidities and mortalities from preventable causes like hypertension, coronary disease, diabetes, obesity, and many cancers, not to mention not wearing your seat belt just because you are too darn lazy to buckle it.

While I believe we have been unfairly and inaccurately portrayed in this issue, patients do deserve more than simply not to be harmed by their physician. We should strive to change the conversation, from reacting to overblown accusations instead to acknowledge and emphasize a comprehensive approach to health care that encompasses screening, prevention, and reducing risk behaviors, which will have a far greater effect for the individual and society than just "safety."

A handwritten signature in black ink, appearing to read "T S Boniface MD".

Bits 'n' Pieces

GET YOUR NATIONAL PROVIDER NUMBER NOW!

The Centers for Medicare and Medicaid Services (CMS) urges all physicians who file claims electronically to obtain a National Provider Identifier (NPI) well before the May 23, 2007, deadline. By that date, all affected physicians must use the unique 10-digit code for all claims activity, not just for Medicare transactions, and some payers may ask doctors to use the number before the deadline.

According to CMS, applying for the identifier is a simple 20-minute procedure. The NPI will eventually replace all other identifiers that physicians use to do business with the government, private payers, and clearinghouses, and federal offices hope that it will reduce the administrative burden on physicians and convince more of them to give up paper claims for good.

Certain personal information will be required when applying for an NPI including social security number, federal employer tax identification number, and any other identifiers you use with Medicare or private insurers. The American Medical Association has expressed concern over the protection of physicians' private information. The CMS says that it has similar concerns, which will be addressed in a data dissemination policy.

IMPORTANT NOTICE ABOUT THE MEMBERSHIP DIRECTORY

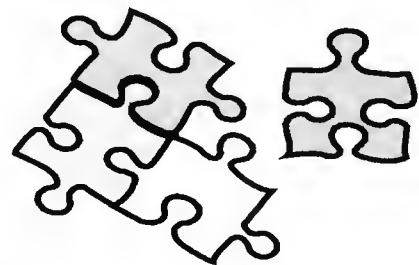
Due to the number of errors and omissions in the new membership directory, Prodigal Media will be reprinting it at their expense. Those of you who have received the directory in the mail will receive another within the next few weeks. We deeply regret any inconvenience this has caused. Please note that we will not be able to add new members approved after the original printing, but will make all corrections to the listings and photos which were incorrect.

How to get your NPI

1. Apply online at <http://nppes.cms.hhs.gov/>
2. Call the NPI Enumerator (a special contractor hired by CMS) at 800-465-3203 and request a paper application form to complete and mail back.
3. Give permission to a CMS-approved Electronic File Interchange Organization to obtain an NPI for you. These groups are able to process many NPI requests at one time and may be appropriate for large medical practices and hospitals.

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The Department of Health & Human Services recently presented their semiannual report to Congress indicating \$1.02 billion expected recovery in the first half of 2006, of which \$288 million are audit-related to health care fraud, waste and abuse.

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Bldg. A, Suite 204
Youngstown, OH 44512

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Residency: Forum Health, Youngstown, OH
Fellowship: Eastern Virginia Medical School,
Norfolk, VA
Fellowship: UPMC, Pittsburgh, PA

Peter Motolenich, MD

Anesthesiology

Bel-Park Anesthesia Associates
602 Parmalee Ave., Suite 110
Youngstown, OH 44510

Medical Education: Case Western Reserve University School
of Medicine, Cleveland, OH
Internship: Allegheny General Hospital, Pittsburgh, PA
Residency: University of Pittsburgh, Pittsburgh, PA

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Lima, Peru
Residency: Union Memorial Hospital
Residency: University Health Center of Pittsburgh

Daniel J. Ricchiuti, MD

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Residency: Akron General Medical Center, Akron, OH
Fellowship: UPMC, Pittsburgh, PA

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Bldg. J-2
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Medical Education: Bangalore Medical College, India
Residency: St. Elizabeth Health Center, Youngstown

Homer L. Skinner, III, DO

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Medical Education: DesMoines University College of
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Internship: Southside Medical Center, Youngstown
Residency: Southside Medical Center, Youngstown

Amy E. Hutchinson, MD

Anesthesiology/Critical Care

Bel-Park Anesthesia Associates
602 Parmalee Ave., Suite 110
Youngstown, OH 44510

Medical Education: NEOUCOM, Rootstown, OH
Internship: St. Elizabeth Health Center, Youngstown
Residency: Forum Health Northside Medical Center,
Youngstown
Fellowship: University of Pittsburgh Medical Center,
Pittsburgh, PA

Dr. Jose Yap is recovering at home from an aneurism suffered last year. He would love to hear from his friends and colleagues by mail or phone. You may call him at 330-533-4104, or send mail to 3711 Mercedes Place, Canfield, OH 44406.

REMEMBER TO VOTE NOVEMBER 7th!

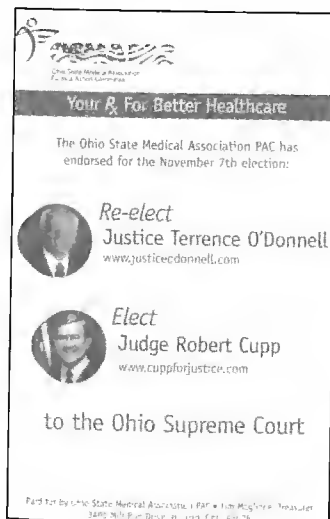
Data shows that more than half of physicians nationwide do not vote. Don't waste your right to vote. Follow these steps before election day on November 7th:

1. Register to Vote. Make sure your spouse, friends, neighbors, office staff and patients are registered to vote.
2. Check Your Address. If you have moved recently, contact your local Board of Elections to make sure your correct name and address are in the system.
3. Vote Early. If you will be absent from your home county on Election Day, request an absentee ballot and vote by mail. Remember to mail your ballot as soon as possible to ensure receipt by 7:30 p.m. on Election Day.
4. Become a member of OSMAPAC. You will join thousands of Ohio physicians who speak with one voice in supporting pro-medicine candidates for public office.
5. Talk to Your Staff and Patients. Talk to your staff and patients about the importance of the election. Electing pro-medicine candidates is vital to protecting the practice of medicine, controlling rising health care costs and preserving patient care.

OSMAPAC has endorsed the following candidates for the Ohio Supreme Court for the November 7th election:

Re-elect **JUSTICE TERENCE O'DONNELL**
Elect **JUDGE ROBERT CUPP**

If you would like posters for your office or prescription pads like the one below, call the Mahoning County Medical Society at 330-533-4880, or the OSMA at 800-766-6762.



IMPORTANT BALLOT INITIATIVES FACE VOTERS

In addition to the individual races, Ohioans will be voting on several ballot initiatives, including:

ISSUE #2 - MINIMUM WAGE

Labor unions are pushing a constitutional amendment they say will raise Ohio's minimum wage. OSMA, on the other hand, is concerned other provisions in the amendment will create a financial burden for small physician practices as this amendment would require all employers to track the weekly hours an employee works, and make those records available to any member of the public. Employers would also be obligated to provide other data, such as wage information to anyone requesting it.

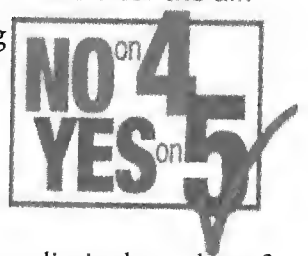
ISSUE #4 - "SMOKE LESS" OHIO

RJ Reynolds Tobacco and Lorillard Tobacco are bankrolling a constitutional amendment to permit smoking in almost all public places. The amendment would constitutionally prevent the state government from prohibiting indoor smoking in places such as bowling alleys, restaurants and bars. Some experts have stated that it will even weaken current Ohio clean indoor air laws. It would also invalidate all city-passed clean indoor air ordinances. OSMA opposes this issue.

Issue #5 - SMOKEFREE OHIO

OSMA is one of seven healthcare organizations pushing a comprehensive, statewide ban on indoor smoking in public places. The SmokeFree Ohio initiated statute would ban smoking in all "places of public accommodation," except for a very limited number of exceptions such as retail tobacco shops, a limited number of hotel rooms and strictly defined private clubs. OSMA supports this issue.

Let's clear the air.



Don't be fooled into skipping Issue 4 or voting for both Issue 4 and Issue 5. Issue 4 is a constitutional amendment. If Issue 4 passes, it would trump Issue 5. Vote NO on Issue 4, YES on Issue 5.

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